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**We are proud to introduce
and offer to our customers . . .**

Hagerstrom's New Patented
'RED GLO'
EVERBEARING STRAWBERRY
(Patent Pending)

A new berry of unusual merit destined for a great future both as a commercial berry and a plant for general purposes in the home garden. It has arrested the attention of Horticulturists and Nurserymen throughout the country and is highly recommended by those who have observed its performance in the field. "RED GLO" is prominently recommended by our Minnesota State Horticultural Department.

History and Description

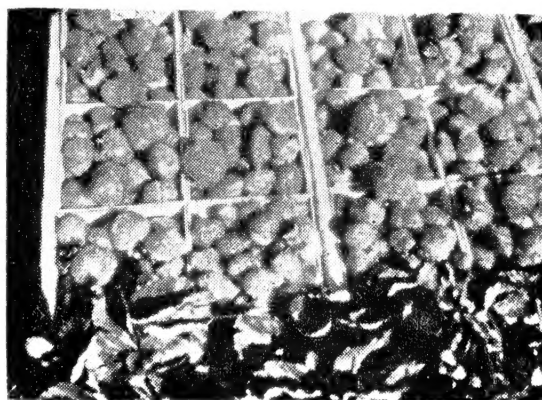
Hagerstrom's New, Patented "Red Glo" Everbearing Strawberry is a brand new origination in everbearing strawberries developed by an enterprising young horticulturist on the home farm at Enfield, near St. Cloud, Minn.

The Hagerstrom is a cross of Wayzata by Fairfax, the product of fifteen years of patient endeavor and trials with over 15,000 seedlings and innumerable crosses with different varieties, and is so outstanding and so superior to all other varieties of everbearing strawberries that it will su-

persed them as sufficient plants become available to the strawberry growing public for home garden or commercial purposes.

**"RED GLO" is hardy.
It reproduces freely.**

The plant is vigorous and extremely hardy and resistant to severe weather conditions where they have been grown, well up in the northern part of Minnesota. The plants multiply freely, each parent plant setting three, to as many as ten or more new plants, starting the reproductive process

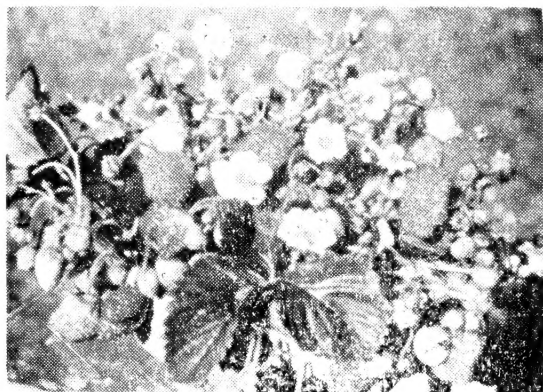


**Case of "Red Glo" Berries
Picked Oct. 16, 1949**

early in the season. The earlier new plants to set, themselves, begin to develop other plants and to shoot up fruit bearing stems which begin bearing during the season. The plants produce enormous yields of fruit that are uniformly large in size throughout the bearing season.

Foliage-Disease Resistance

The foliage is heavy and of a velvety green color resembling the foliage of the Wayzata but tending to be fuller, more rugged and is, apparently, little affected



Single Plant of "Red Glo" Loaded with Fruit in October

by mildew, leaf discoloration or other common plant diseases to which most other varieties of strawberries are subject. On account of the robust characteristics of the plant and foliage, **Hagerstrom's "Red Glo" Strawberry** is remarkably disease resistant.

The Fruit-Color-Quality-Flavor

The fruit is rather wedge shaped resembling the Fairfax and having its color and substance as well as most of the good qualities of the Wayzata. It is a deep dark red in color, red to the core, large in size, firm in texture, making it a good shipping variety; of superior quality and flavor but lacking the heavy aroma peculiar to Wayzata. It is a fine canning and preserving variety and on account of its deep red color is especially adapted to freezing.

The June Crop

The June crop of fruit from **Hagerstrom's "Red Glo" Everbearing Strawberry** is later than that of most of the popular June bearing varieties grown in this locality and this characteristic of the plant lengthens the season of supply of the June berry crop where it is grown with other varieties.

Fall Crop—Acre Yield

Mr. Hagerstrom kept a careful record of the fall production of fruit from one acre of his new plants from August 1 to

October 23, 1949 and has reported a total yield of 4,000 quarts of berries which he sold at an average price of 50c per quart at wholesale. In addition to this yield the plants produced a June crop of fruit greater per plant than that of any June bearing variety of strawberries which he had growing in his fields.

A single plant of **Hagerstrom's "Red Glo" Strawberry** will often produce as much as half a pint of fruit at a single picking. It will pay for itself in fruit the same season planted.

Although we had been advised of the existence of the newly originated ever-bearer in the fall of 1948 by Mr. George Nelson, a state nursery inspector who inspected our premises, and had become interested in it, we had not visited Mr. Hagerstrom's field of one and one-half acres of these plants until October 16, 1949 when we made a special trip for investigation.

The fall weather had been mild and the plants in the field still were in perfect bearing condition. On October 15 the field had been closely picked, and the berries marketed, yet the plants hung full of partially ripe and green berries of uniformly large size that made an unforgettable impression. Just before we arrived at his place Mr. Hagerstrom had picked a case of berries for a customer that were the finest that I have ever seen. Remember, this was October 16.

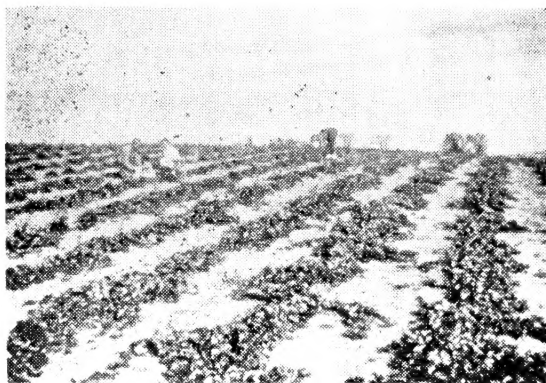
We picked a box of ripe berries from the field to take with us to test their keeping qualities and still, on the 19th, under normal living room conditions and temperature, most of the berries were in good condition.

We are completely sold on the merits of Hagerstrom's new everbearing strawberry and stake our reputation of 35 years in the strawberry business to promote its sale to, and cultivation by, the home gardener or the commercial grower. We were the first to purchase propagating stock from the originators of the Wayzata and again we are the first to purchase propagating stock of **Hagerstrom's "Red Glo" Everbearing Strawberry** and have purchased the exclusive potting rights for the U.S.A. to pot these plants and to reproduce and to offer them to our customers. You can make no mistake in getting started with this new everbearing strawberry in your locality, either for a home garden berry or for commercial production. It has a future unsurpassed by any strawberry yet introduced.

“Hagerstrom’s “Red Glo” Everbearing Strawberry is patented (patent pending) and will be sold, only under rigid personal use contract with the purchaser not to sell, give away or otherwise dispose of any of the plants reproduced and to destroy or to return to the seller all plants reproduced in the event of sale or vacation of the property on which the plants are growing. The contract will be furnished and must be properly subscribed to and returned to the seller before delivery of the plants. The plants may be propagated, however, for the personal use of the purchaser.

Only a few field grown plants will be available for sale at retail until the season of 1952. The present meager stock of Hagerstrom’s Everbearing strawberry plants is controlled by five interested parties including the originator and will be propagated by them during the season of 1950 and will be released under contract and royalty restrictions to favored nurseries for propagation and resale purposes for the season of 1951. By 1952 the supply of **Hagerstrom’s “Red Glo” Strawberry** plants should be sufficient so that more wholesale-grower-contracts may be written under royalty restrictions and the provisions of the Plant Patent Act for the propagation of field grown plants to offer to the general public under the personal-use contract mentioned in a previous paragraph.

We are one of the five interested parties in the ownership and promotion of **Hagerstrom’s “Red Glo” Everbearing Strawberry** and have been fortunate in securing the exclusive potting rights of “Red Glo” in the United States and Canada and will have a limited supply of potted plants to offer to our customers after March first and until the supply is exhausted. The same conditions as to purchase of the potted plants will obtain as with field grown plants.



**Planted in Spring 1949
Photo Taken Oct. 1949**

Remember, only a limited supply of potted plants of **Hagerstrom’s “Red Glo” Everbearing Strawberry** will be available in 1950 and only thru our source of supply.

Price of Potted Plants

We will have a small supply of growing plants in 2½x2½ inch veneer pots that will be priced at 50c each. We will have a larger supply of growing plants in 2-inch veneer pots priced \$10.00 per 25; \$17.50 per 50; \$30.00 per 100. All prices prepaid. Limit of 100 plants to any one customer.

We fully recommend **Hagerstrom’s “Red Glo” Everbearing Strawberry** for home garden or commercial fruit production. We believe it is the best everbearing variety yet introduced and the best general purpose berry ever developed.

We have no doubt that, as soon as sufficient plants are available to the strawberry growing public, it will supersede all other everbearers and become a most popular general purpose strawberry, producing a generous yield of June berries and a prolific fall crop. Plants begin to bear the same season planted.

This new Everbearer has everything:

- Beautiful appearance
- Outstanding dessert quality
- Excellent freezing quality
- Unsurpassed keeping and shipping quality
- Heavy fall crop—and a good spring crop
- Resistance to leaf spot and other diseases
- And—A GOOD PLANT MAKER TOO!
- It has proved to be the berry you have been waiting for.

The WAYZATA EVERBEARING STRAWBERRY

The Strawberry Supreme

Will Pay for Itself in Fruit the Same Season Planted



Thirty Berries to the Pint

The WAYZATA is an all season strawberry accidentally discovered at Wayzata, Minn., from whence it derives its name. It will bear a heavy crop of berries in June and a fall bearing season of three months during August, September and October. It is acknowledged the best of the everbearing strawberries and superior to other varieties in size, flavor and productivity.

The WAYZATA is a large plant with heavy, velvety green foliage, remaining so all summer. It is a vigorous grower and develops a multiple crown instead of forming runner plants. This characteristic of the WAYZATA results in scant reproduction of new plants and

continues to keep the price of WAYZATA's higher than varieties of inferior quality which reproduce abundantly. The large crown forms many fruit stems that favor heavy fruit production.

The WAYZATA has a long and well developed root system and suitable leafy foliage to protect the berries from the sun in the heat of the summer, and from the damage of early frosts later in the season. It is remarkably free from disease and is little affected by mildew and leaf discoloration to which most strawberry plants are subject.

The WAYZATA is an extremely hardy plant, resistant to severe winter

He didn't pick them but
he likes to eat them.



weather and a prolific producer of uniformly large berries throughout the season. It adapts itself to a wide range of soils and climate. It is a shy producer of runner plants and is adapted to the hill system of planting.

The WAYZATA is a large berry, well formed, glossy in appearance and red to the core, with a sweet, delicious flavor and an inviting aroma. Often as few as 30 berries will fill a pint box and we have picked 18 that made a pint. Unsurpassed for canning because of its sweetness and rich red coloring, it does not fade out in the jars after canning process as many berries do. It is excellent for jams and for freezing purposes because of its rich red luster, its glossiness and its firmness.

Plants of WAYZATA set out in the spring should have all blossoms removed until the first of July; thus, the energy of the plant is turned temporarily from fruiting toward the development of a larger and stronger growth promoting the formation of a greater number of crowns and fruit stems that will begin bearing in August and will continue to bear until frosts inhibit the further development of fruit.

The WAYZATA strawberry is the heaviest fruit producing plant in existence. From an acre and a quarter of Wayzata plants, during August, Sept. and October 1946, we picked 7594 pints of berries that sold for \$1898.64 in addition to those that were used for home consumption. No other strawberry is comparable to it in per plant yield.

Keep These Facts In Mind When Ordering Wayzata Strawberry Plants

WAYZATA does not make many plants but it surely does produce big crops of berries because all its vitality goes into the fruit; making the berries very large, well formed and evenly colored. Each plant has many fruit bearing crowns. More plants can be set on small space and greater crops picked. Exceptionally strong growers on any good rich soil with good moisture supply. Red clear through—no green tips. Plant in April—begin picking in July—keep picking into October.

Foliage—A heavy, velvety green, remaining so all summer.

Hardiness—Exceptionally hardy and resistant to severe winter weather.

Disease Resistance—Remarkably free from disease; much less affected by mildew and leaf discoloration than other strawberry plants.

June Crops—Will bear a crop of June berries the second season almost equal to the June bearing varieties. Main crop July to October, continuously.

Acre Yield—Four year average — 200 24-pint cases. A single plant will often produce at one picking as much as half pint of fruit. The per plant yield of the Wayzata is greater than that of any other existing strawberry.

Size—80 per cent of berries as large or larger than the largest other ever-bearers.

Aroma—Delightful and appealing.

Color—A rich, deep, lustrous, glossy red; red to the core; fine canning qualities; very attractive.

Quality and Flavor—Far superior to any other strawberry.

Price—The large size, attractive appearance and delightful aroma of Wayzata berries give them a command of higher prices in all markets.



Potted Wayzata Plants

Potted plants set in 2-inch veneer pots, well rooted and growing, ready to start right off after being set in the ground, are very satisfactory especially if dry conditions prevail at the time of arrival. Some are budded or in bloom, and no matter what the weather conditions there is scarcely a chance of losing a single plant. If you are not ready to set them in the ground on arrival they may be held for days so long as the soil on the plants is kept moist. Remove the pot before planting.

PRICES

All Prices Prepaid Unless Otherwise Noted.

WAYZATA Everbearing Strawberry. Originator's stock; true to name. Potted plants—25, \$3.75; 50, \$7.00; 100, \$13.00. 100 by express, not prepaid, \$11.00.

Field Grown Plants—25, \$2.75; 50, \$5.00; 100, \$9.00.

Rock Hill and 20th Century Everbearing Strawberries. 25, \$2.50; 50, \$4.00; 100, \$7.00.

June Bearing Strawberry Plants—Senator Dunlap. Mid-season. Always dependable — s u c c e e d s everywhere. Beautiful, glossy, dark red color all through, the flavor is delicious, mild and sweet. Wonderful for canning and preserves. The berries are medium to large in size, and medium firm—excellent for home use and local markets. Plants are healthy, fast growers and make runners freely. A dependable midseason sort. 25 plants, \$1.00; 50, \$1.75; 100, \$3.00.

Arrowhead—Main crop berry; hardy; prolific; red to the core; excellent for canning, preserving or freezing. A new Minnesota named variety—25 plants, \$1.50; 50, \$2.50; 100, \$4.00.

No field grown plants shipped after May 15th. No field grown plants shipped beyond the fourth postal zone.



Picking Everbearing Strawberries in October

Raspberry and Other Miscellaneous Plants

Sunrise Raspberry—2 Weeks Earlier!

The new super-quality berry developed by U.S.D.A. Extra early—bears 2 weeks earlier and over a longer picking season. Quality, flavor and texture unsurpassed! Large, lustrous bright red berries turn dark red when ripe—easy to pick. Firm, fine textured, juicy, non-crumbly, of mild sub-acid flavor with most tempting raspberry aroma. Hardy and disease resistant! The finest of all red raspberries! Price: 12, \$1.75; 25, \$3.00; 50 \$5.50; 100, \$10.00.

Indian Summer Everbearing Raspberry

bears a heavy crop of delicious, large, conical shaped fruit; hardy and free from most diseases raspberries are subject to. A heavy fruiter in July and August and bears a second crop late in the fall. Price of plants—12, \$2.50; 25, \$4.00; 50, \$7.00; 100, \$12.00.

Our plants are large and well rooted; state inspected, free from disease and true to name. We guarantee safe arrival of plants in good conditions but if damaged or not satisfactory the express receipt must be returned to us with the extent of damage noted thereon by the express agent for replacement or refund.

Miscellaneous Plants

Pansy Plants—Super Maple Leaf “Canadian Giants”, a superb blend producing enormous, magnificent blossom color effects, 75c per doz.; 100, \$3.00.

Delphiniums — Pacific Giants, Round Table Series, assorted colors, each, 50c; 3 for \$1.25; per dozen, \$3.00.

Buddleias — Butterfly Bush — 50c each; 3 for \$1.25.

Gladioli — if interested, send for our special Glad price list. Number One, assorted bulbs, per dozen, large size, \$1.00; medium, 75c; 25, large size, \$1.75; medium, \$1.25; 100, large size, \$6.00, medium, \$4.50.

Petunias — Single bedding varieties — pink, purple, white and mixed—75c per dozen.

FAIRABO HYBRID-E TOMATO PLANTS

In the home garden the **Fairabo Hybrid-E Tomato Plants** rank in importance with Hybrid Seed Corn in general farming in the Corn Belt.

Fairabo Hybrid-E Tomato is very early and continues to produce an abundance of fruit until killing frosts.

After five years of trials with many varieties of hybrid tomatoes we believe the **Fairabo Hybrid-E** is the best of all the hybrids. It is a cross of Earliana on Pritchard. It has the early characteristic of the former and the quality and uniformity of the latter.

The smooth, medium size, bright red fruits ripen evenly; have a small seed cavity and are surprisingly free from cracks and blemishes and are of superb quality and flavor. Delicious served fresh and an excellent canner. Plants are of dark green foliage and are blight and disease resistant; grow to large size. Profitable for early market; ideal for home gardens. If you have never tried our Hybrid-E tomatoes, you have a surprise in store for you when you plant and crop them for the first time in the color, size, uniformity and abundance of large smooth fruit free from stem crack and end rot.

Seed of hybrid tomatoes is scarce and high priced; our supply of plants will be limited. **Order early** to insure delivery.

Price — Individually potted plants, prepaid, 6, \$1.00; one dozen, \$1.75; 24, \$3.00; 48, \$5.50; 100, \$10.00. 80 large plants in 12 in. x 23 in. flat, by express, prepaid, \$8.00.

Same size plant—not potted—prepaid, 12 for \$1.00; 25, \$2.00; 50, \$3.75; 100, \$7.00.

Shipping dates April 15, May 1, May 15, June 1. Please specify date to ship in your order.

DISCLAIMER

The planting and care of the plants sold by us being beyond our control, we offer no guarantee except that the plants will reach you in good condition and be true to name.

HILLCREST GARDENS

HARRY E. RUBLE & SONS

Hagerstrom's New, Patented “Red Glo” Strawberry
Wayzata Everbearing Strawberry — Gladiolus Bulbs

Chrysanthemums — Hybrid Tomatoes

ALBERT LEA, MINNESOTA

Hardy New Early Blooming Chrysanthemums

Alladin—reddish bronze
 Algonquin—radiant yellow
 Barbara Small—pinkish lavender
 Bronze Yellow—yellowish bronze
 Button Maroon—pompom
 Cheyenne—white
 Chiquita—pompom, yellow
 Clara Curtis—single pink
 Dahliamum—wine colored
 Dean Kaye—yellow
 Dean Ladd—reddish bronze
 Egg Shell—egg shell pink
 Eugene Wanderer—golden
 Flash Light—red and old gold
 Geronimo—glowing bronze
 Harbinger—primrose yellow
 King Midas—bright yellow
 Number 34—rose pink
 Orange—orange
 Orchid Spoon—orchid
 Papita—pompom, white
 Pink Boquet—rose pink
 Pohatcong—deep pink
 Pocatello—pink
 Red Velvet—velvety crimson
 Robert Brydon—deep garnet red
 Rosita—pompom, white
 Royal Mahogany—mahogany bronze
 Santa Claus—red
 The Moor—burgundy red
 Rose Pink—rose pink

New Minnesota Introductions

Aurora—red
 Avalanche—pure white
 Boreas—white
 Bountiful—carmine to oxblood
 Brilliant—brilliant red
 Butter Ball—double bright yellow
 Chippewa—aster purple
 Dee Dee Ahrens—large double white
 Duluth—lemon chrome
 Glacier—pure white
 Harmony—yellow, pink bronze
 Maroon 'n Gold—maroon and gold
 Moonglow—bright yellow
 Pipestone—large bright bronze
 Purple Star—dahlia purple
 Red Gold—bronzy scarlet
 Redwood—bright red; semi-double
 Red Hawk—dragon's blood red
 Silver Pink—double pink
 Snow Ball—creamy white
 Sun Red—single red
 Violet—dwarf double violet
 Water Lily—pinkish white
 Welcome—mallow purple

CUSHION TYPES

Bronze — Copper—Pink—Red—White
 --Yellow.

Potted Plants, Prepaid prices: Each, 50c; any 3 for \$1.25; any 6 for \$2.00; one dozen, \$3.50. Write for wholesale prices on 100 or more.

These Chrysanthemums are well established plants set in 2½ x 2½ x 2½ veneer pots and come to you ready to set into the garden after removal of the pot.

In 1949 the Minnesota Horticultural Department released two grand new named Chrysanthemum introductions for the trade and they are now available for the public.

DR. LONGLEY—large, pink, double flowers

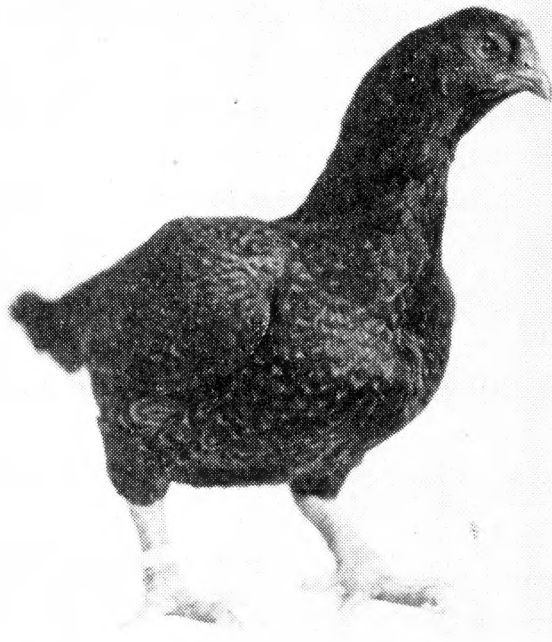
MOONLIGHT—light yellow

Prepaid price, each \$1.00; two for \$1.50

**Champion Hen English Class
 U. C. C. Nat. Meet, Omaha**

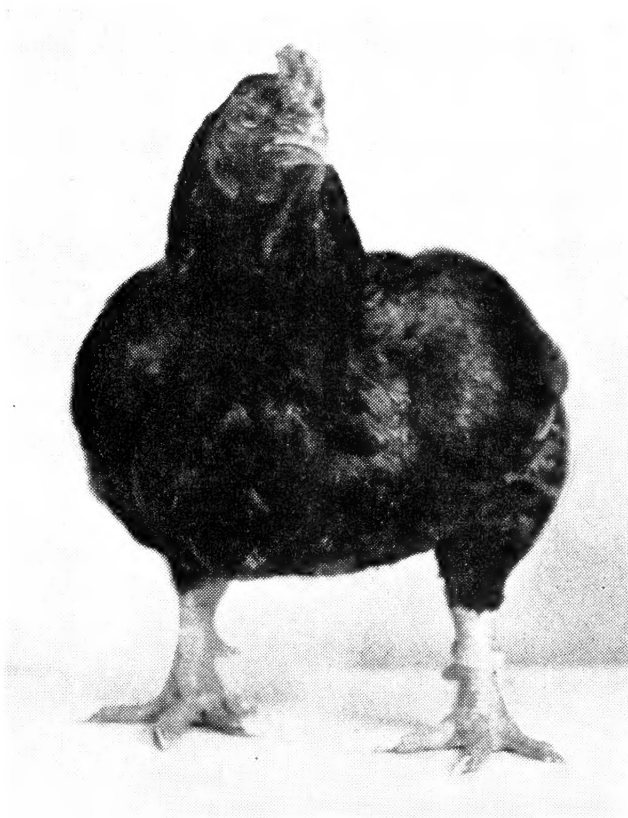


**First Pullet U. C. C.
 Nat. Meet, Omaha**

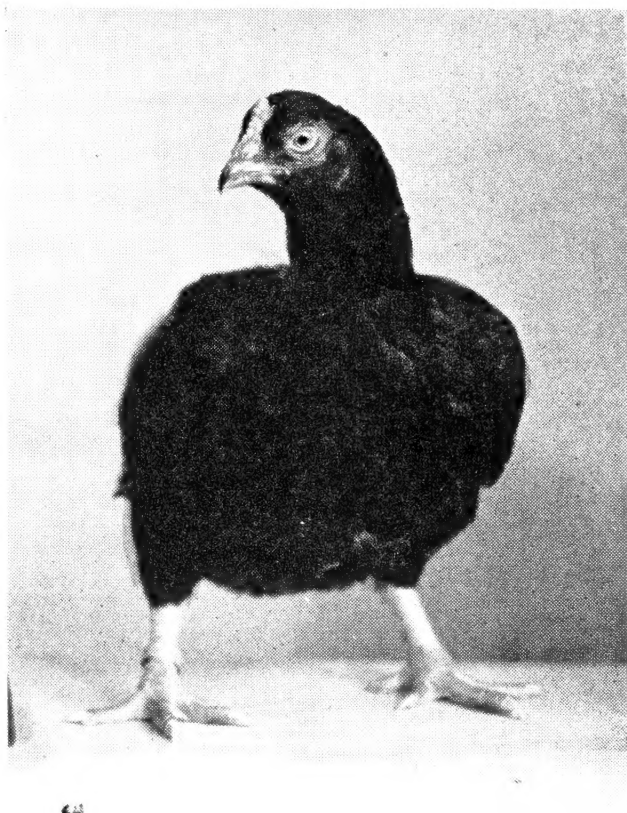


Cornwall "Double Breasted"

DARK CORNISH FOWL



Imported Dark Cornish Cock



Second Pullet, Minnesota State Poultry Show

Cornwall "DOUBLE BREASTED" Dark Cornish—"The Table Fowl Supreme".

The Dark Cornish fowl is a grand old breed which was originated in England from the Jungle Fowl of India crossed with old English breeds, and bred up to its present state of perfection by English and American breeders.

Among Cornish breeders it has become known as "THE TABLE FOWL SUPREME" because of its delectable food quality, the enormous pheasant-like breast and the large cuts of legs, thighs, wings and back. The Cornish fowl is much sought for in the markets because of its quality and the larger percentage of meat per bird.

The Cornish is a bird of stately appearance, enormous size and weight, compact, flat iron-shaped bodies (dressed fowl of Cornish can be readily identified by their peculiar shape, resembling an old-fashioned flat iron with the handle removed) light and closely set feathering. It is a fair layer (compares well with the American breeds), excellent mother and persistent forager. The

birds are light eaters, grow rapidly and are easily confined.

We have produced five-pound birds in four months. This fast growing characteristic makes them good subjects for caponizing and a cross of Cornish with American breeds make excellent capon material and is used largely in the production of the "Chicken of Tomorrow".

Our stock originated from some of the best domestic blood lines and for the past four years we have mated all of our females with males that we have imported directly from Cornwall, Eng., the home of the Cornish fowl, from one of England's prominent line breeders of "Cornwall" and "Clampitt" line Cornish.

This infusion of new blood each succeeding year has had a wonderful effect in the size, style, shape, station, symmetry, stamina, solidity of flesh, compactness of body, type, carriage, plumage and hardness of feathering in my young stock.

We breed particularly for broad "Double" breasts, wide backs and heavy compact bodies. The imported cock in

the cut weighed 12½ pounds and we have produced five pound broilers in four months. Six months cockerels often weigh over eight pounds and at nine months we have produced cockerels that weighed eleven pounds.

Our stock is all U. S. Approved and U. S. Pollorum controlled and has been vaccinated for pox. All of the stock has the same breeding background and will

make equally good breeders. All birds sold are free from any disqualifications. Prices are based on exhibition, not breeding qualities.

Life member American Poultry Association — Member United Cornish Club—Member Minnesota State Poultry Association.

Eggs for Hatching

PEN NUMBER ONE—consists of 18 imported and prize winning females mated with two heavy weight top exhibition quality cockerels. **Eggs, each, \$1.25.**

PEN NUMBER TWO—15 good quality yearling hens mated with one imported "Cornwall" male and one Mabry cockerel of good quality. **Eggs, each, \$1.00.**

PEN NUMBER THREE—25 exhibition type, good quality pullets mated with 3 cockerels exhibited at the St. Paul winter show and the champion cockerel in the English Class at the La Crosse show. **Eggs, each, \$1.00.**

PEN NUMBER FOUR—40 pullets and 8 yearling hens of good type and weight mated to two cocks exhibited at the St. Paul show and 6 cockerels of superior quality and good Cornish type. **Eggs, per 15, \$5.00.**

PEN NUMBER FIVE—40 choice pullets, all direct descendants of imported males and part of them from imported females mated to six cockerels all sired by imported male and three of them with imported dams. **Eggs, per 15, \$7.00.**

Owing to the size, heavy weight and clumsiness of our breeder birds, percentage of fertility of eggs runs low. We ship only fresh laid eggs not over five days old and guarantee them to be as represented but make no guarantee as to fertility or hatchability. We ship additional eggs to partially offset this defect.

Baby Chicks—From pens 4 and 5, if available, **\$15.00 per 25.**

EXHIBITION STOCK—Males, **\$20.00 and up**; females, **\$10.00 and up** according to exhibition quality: largely a matter of correspondence.

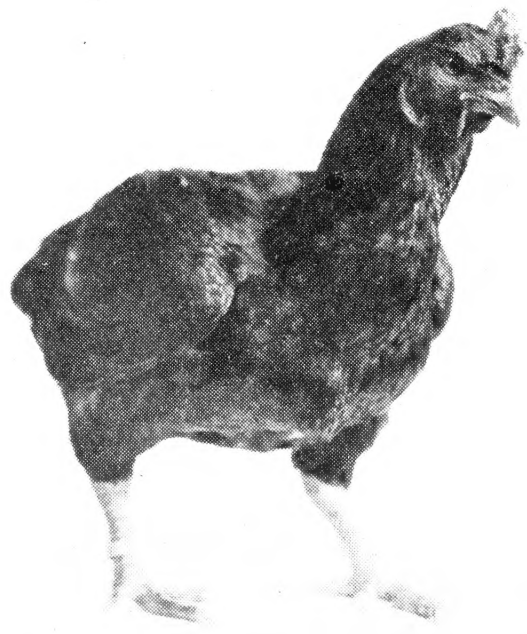
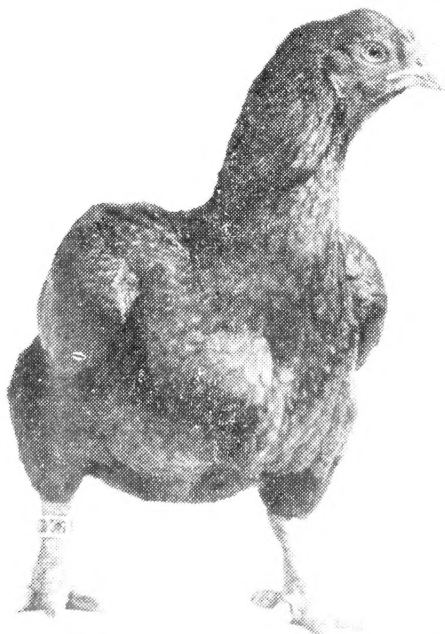
BREEDER STOCK—Males, **\$10.00**; females, **\$8.00 each.**

UTILITY STOCK—Under one year, includes cockerels for cross breeding purposes, cockerels or pullets, **\$5.00 each.** Yearling stock, **\$8.00 each.**

NOTHING SHIPPED C.O.D. — ORDER EARLY

Second Hen U. C. C. Nat. Meet, Omaha
Second Hen, Madison Square Garden

Prize Winning Cockerel
Madison Square Garden Show



HARRY E. RUBLE & SONS
ALBERT LEA, MINNESOTA

Use this order blank for all items in the price list EXCEPT Hagerstrom's "New, Patented, "Red Glo" Everbearing Strawberry.

Quantity	Description	Price	
	TOTAL		

CONTRACT - ORDER BLANK

Hagerstrom's "Red Glo" Everbearing Strawberry Plants

Date _____ 1950

This agreement does not, in any way, inhibit the propagation or reproduction of HAGERSTROM'S "RED GLO" Strawberry plants for my own personal use.

Address

HILLCREST GARDENS

ALBERT LEA, MINNESOTA

Authorized agent for the U.S.A. and Canada under exclusive contract for the production and sale of potted plants of HAGERSTROM'S "RED GLO" EVERBEARING STRAWBERRY plants.



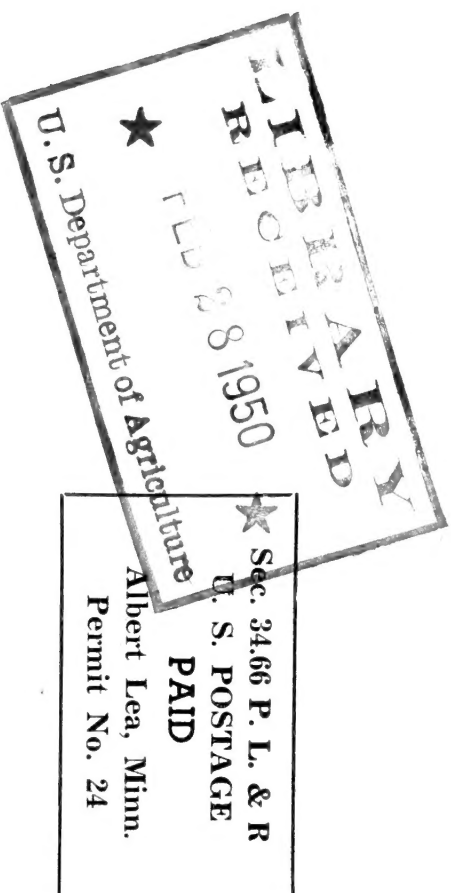
Strawberry Plants

Perennials and Annuals

Dark Cornish Fowl



Are you a member of American Poultry Association?
United Cornish Club? If not send for application for membership blank.



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D. C.*